



# EXPORTNews

"Your Partner in Exporting"

December 2005

**U.S. Department of Commerce  
U.S. Export Assistance Centers  
Serving the State of Georgia:**

**Atlanta USEAC**

Telephone: 404-897-6090

Fax: 404-897-6085

Thomas Strauss, *Network Director*

Ray Gibeau, SBA, Int'l. Finance Officer

Robert Leach, Trade Specialist

Lincoln Martinez, Senior Trade Specialist

Dina Molaison, Trade Specialist

Vicki Tolefree, Export Assistance Specialist

Kishore Vasnani, Intern

[Office.Atlanta@mail.doc.gov](mailto:Office.Atlanta@mail.doc.gov)

**Savannah USEAC**

Telephone: 912-652-4204

Fax: 912-652-4241

Joseph Kramer, Director

[Office.Savannah@mail.doc.gov](mailto:Office.Savannah@mail.doc.gov)

**GEORGIA U.S. EXPORT  
ASSISTANCE CENTER  
WEBSITE**

The Georgia U.S. Export Assistance Center now has its own website!

For your information on current export topics, links to export trade resources, our monthly newsletter and upcoming local events, go to:

[www.buyusa.gov/georgia/page19.html](http://www.buyusa.gov/georgia/page19.html)

**EXPORTNews** is the monthly newsletter of the U.S. Commercial Service, U.S. Dept. of Commerce in Atlanta. It is distributed by email and winfax. To correct, add or delete an address, send complete contact information to the Atlanta USEAC at the email address or fax # listed above.



[New Brochure!](#) **Protect Your Intellectual Property:  
Stop Trade in Fakes!**

## IMPACT OF CAFTA-DR IN THE MEDICAL EQUIPMENT SECTOR

The United States and Dominican Congresses recently approved the Central American Free Trade Agreement-Dominican Republic (CAFTA-DR). The agreement will greatly expand the bilateral trade between the participating countries; it will also allow for greater access for U.S. exports into the region. The member states of CAFTA-DR, combined, already constitute the 10th largest market for U.S. exports in the world. In 2004, the United States exported nearly \$16 billion of manufactured goods to the region, of which 27% was exported to the Dominican Republic; the largest market among the CAFTA-DR partners. The United States exports 56% of all Dominican imports and enjoys a market share of over 70% in consumer goods imports into the Dominican Republic.

Click on the link for a more detailed report  
[http://www.export.gov/comm\\_svc/pdf/CAFTA\\_Medical.pdf](http://www.export.gov/comm_svc/pdf/CAFTA_Medical.pdf).

# The Importance of Making a Good First Impression in Sales Communications

In face-to-face sales presentations, phone calls and written communications, sell your company before trying to sell your products or services. This principle is extremely important in international sales, since you and your company may be complete unknowns in the eyes of your prospective business partners.

First, describe who your company is -- what your company does, where it stands in the U.S. industry, and what makes your company different from the competition. Give your prospective business partners a level of comfort that they are dealing with a reputable company. Make clear presentations, avoiding meaningless hypes, tired slogans, convoluted language, industry buzzwords and undefined acronyms. Only after showing what makes your company a reliable business partner should you describe what makes your products or services different and desirable.

For more information regarding this report, please contact Richard S. Kanter, Commercial Consul, U.S. Commercial Service Montreal, at phone 514-398-0673, fax: 514-398-0711, e-mail: [richard.kanter@mail.doc.gov](mailto:richard.kanter@mail.doc.gov).



The CE mark (an acronym for the French "Conformite Europeene") certifies that a product has met EU health, safety, and environmental requirements, which ensure consumer and workplace safety. All manufacturers in the European Union (EU) and abroad must meet CE mark requirements where applicable in order to market their products in Europe. For a list of countries that require the CE mark, see: [CE Mark Countries](#). Once a manufacturer has earned a CE mark for its product, it may affix the CE mark to its product, and then the product may be marketed throughout the EU without having to undergo further modifications in each member state. As 10 new "accession" countries, mostly from Central and Eastern Europe became EU members on May 1, 2004, the CE mark now provides product access to 25 countries with a population of 430 million.

Click on the following link for CE Mark Countries and CE Guide:

[http://www.ita.doc.gov/td/tic/ce\\_mark/ceindex1.htm](http://www.ita.doc.gov/td/tic/ce_mark/ceindex1.htm)

# WHAT IS A FOREIGN TRADE ZONE?

Foreign Trade Zones (FTZs) were created in the United States to provide special customs procedures to U.S. plants engaged in international trade-related activities. Duty-free treatment is accorded items that are processed in FTZs and then re-exported, and duty payment is deferred on items until they are brought out of the FTZ for sale in the U.S. market. This helps to offset customs advantages available to overseas producers who compete with domestic industry. The Foreign-Trade Zones (FTZ) Board (composed of representatives from the U.S. Departments of Commerce and Treasury) has its operational staff in the International Trade Administration's Import Administration.

## HOW CAN COMPANIES BENEFIT FROM USING FTZs?

FTZs are considered to be outside of U.S. Customs Territory for the purpose of customs duty payment. Therefore, goods entering FTZs are not subject to customs tariffs until the goods leave the zone and are formally entered into U.S. Customs Territory. Merchandise that is shipped to foreign countries from FTZs is exempt from duty payments. This provision is especially useful to firms that import components in order to manufacture finished products for export.

There is no time limit on goods stored inside a FTZ and certain foreign and domestic merchandise held in FTZs may be exempted from state and local inventory taxes. This allows firms to minimize their costs while their products are waiting to be shipped. In addition, quota restrictions are in some cases waived for items entering an FTZ; however, the restrictions would apply if the items were to enter the U.S. market.

A variety of activities can be conducted in a zone, including assembling, packaging, destroying, storing, cleaning, exhibiting, re-packing, distributing, sorting, grading, testing, labeling, repairing, combining with foreign or domestic content, or processing. Manufacturing and processing require specific FTZ Board approval, however.

For more information -

<http://web.ita.doc.gov/ticwebsite/FAQs.nsf/6683dce2e5871df9852565bc00785ddf/c19b92e0b635ca598525690400555b9e?OpenDocument>

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## UPCOMING EVENTS

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**January 24-27, 2006**  
**Georgia World Congress Center**

The International Poultry Expo is one trade show you shouldn't miss! Every segment of the poultry and egg industry is represented: feed milling, live production, hatchery, processing, further processing, packaging, commercial egg, marketing, and all support activities. Funds earned at the International Poultry Expo are funneled directly back into the industry in the form of research grants, educational programs, communications, and product promotion. Visit the site for more information <https://www.internationalpoultryexposition.com/>

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## Arab Health 2006

**Medical ~ Dental ~ Laboratory ~ Ophthalmology)**  
**Dubai World Trade Center**  
**UAE ~ January 22-25, 2006**

Are you missing out on a GREAT market for U.S. Medical Products? The United States is a key source for medical equipment in the Middle East. Trends continue to point toward market growth. The healthcare industry in the Middle East is estimated to be over US\$81.4 billion per year, and the U.S. sells over \$500 million in medical, dental, and ophthalmic equipment to the region. With increasing oil revenues, this region has the means to source the high-quality U.S. products they demand – do not miss this excellent opportunity!

## Get to Arab Health:

### American Product Literature Center - \$500

Need a cost-effective way to test the market? Stay at home while industry specialists from the Department

of Commerce promote your literature to distributors/agents at the show!

- Your contact/product information distributed via the APLC Directory.
- *Personalized* trade lead booklet with distributors/agents that registered interest in your product line.

### Full Booth Space - \$595 per square meter

Ready to tell the world about you? This gives you a major show presence – show organizer, Kallman Worldwide, offers:

- Assistance determining booth space needed.
- Assistance with transportation arrangements and travel plans.

**Interested?** Call Lisa Huot at 202-482-2796

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**2006**  
**Pollutec**  
**China**

**March 8-10, 2006**

**Shanghai**

<http://www.pollutec-china.com>

**Georgia companies will exhibit  
at the front of the U.S. Pavilion  
for only \$2,000! Standard 9m<sup>2</sup>  
booths normally cost \$3,250.**

Exhibit package includes U.S. Department of Commerce support, bilingual company name display, reception counter, bar stools, round table, folding chairs, and spotlights.

For more information, please contact International Trade Specialist Renée Rosenheck at 404-962-4117 or [rosenheck@georgia.org](mailto:rosenheck@georgia.org) Robert Leach at 404-897-6082 or [Robert.leach@mail.doc.gov](mailto:Robert.leach@mail.doc.gov)



## Mark Your Calendars!

### **Bureau of Industry Security Seminar Essential of Export Controls & Technology Controls Atlanta, GA Feb. 28–Mar. 2, 2006**

#### **What will be covered:**

- 1) How to comply with the U.S. export and reexport controls relating to technology, software and encryption;
- 2) Key information you need to know to comply with the Export Administration Regulations and much more.

**Promotional flyer with more detailed information will follow shortly.**



### **Introduction**

The Department of the Interior is pleased to announce that it will be leading **TWO Business Opportunities Missions in 2006**, one to the territory of the **U.S. Virgin Islands**, and another to the territory of **American Samoa**. The Missions are part of the ongoing initiative of the Department of the Interior to foster private sector-led economic development in the U.S.-affiliated insular areas. Like the Conferences and Mission that have already taken place, the purpose of these Missions is to help U.S. businesses take advantage of exciting opportunities in the U.S. territories and in nations in "free association" with the U.S.

By participating in one of these Missions, you would receive high-level briefings from government leaders from each jurisdiction describing their development priorities and the steps they are taking to encourage investment. You would also meet with local business leaders to discuss the business climate and opportunities in the islands. In addition, you would be invited to participate in a series of pre-screened one-on-one meetings with island businesspeople and/or government officials to discuss specific projects.

### **Destinations**

**U.S. Virgin Islands**, March 2006

**American Samoa**, May 2006

Participants will convene for the Virgin Islands Mission on St. Croix on Monday, March 5, 2006; for the American Samoa Mission, we will begin in Honolulu on May 7, 2006.

Both missions will make several stops in the respective

territories. The Virgin Islands Mission will touch all three major islands in the U.S. Virgin Islands, and the American Samoa Mission will stop in both Tutuila and Manu'a.

The U.S. Virgin Islands boast some of the best telecommunications infrastructure in the Caribbean region, and offers opportunities in sectors ranging from light manufacturing to financial services and tourism.





American Samoa boasts some of the most stunning natural scenery in the world, and is looking to diversify its economy away from the fisheries that have sustained the territory.

### For more information

For additional information on Mission details, please contact Angela Williams at (202) 208-3003 or Joseph Gecan at (202) 208-6638. If you have any questions regarding the application, or to request a paper application, please contact Isabelle Howes at (202) 314-4713.

Visit the website:

<http://www.islandbusinessopportunities.com/events.htm>

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## **Trade Events Calendar** **(non Ag)**

- [View only Commerce-Supported Trade Missions](#)
- [View All Trade Missions](#)  
*(including Commerce Supported)*
- [View only Domestic Trade Shows](#)
- [View only International Trade Shows](#)
- [View only Catalog Shows](#)

We hope you've enjoyed this edition of our newsletter. Any mention of non-government sources does not constitute endorsement. If you have any questions or comments,

contact us at [Office.Atlanta@mail.doc.gov](mailto:Office.Atlanta@mail.doc.gov)

<http://www.buyusa.gov/georgia>

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